

## is PHILADELPHIA prepared for peace?

**T**HE industrial problem of war was production; PHILADELPHIA met it heroically and made an international name for itself.

The problem of peace is selling; is PHILADELPHIA prepared for peace?

PHILADELPHIA was ready for war, almost overnight; because years of constant development, years of constant practice of the finest principles of production are back of this city.

**N**OW our Nation stands confronted with another problem, that of taking up its doubled output and giving that output healthy and economic consumption; and the problem of the Nation is the problem of PHILADELPHIA.

Every phase of the city's business activity hangs on its industrial strength. Banks, wholesale and retail houses, landlords, builders, public service corporations, even the progressive conduct of civic government—all are dependent upon the prosperity of PHILADELPHIA'S manufactories.

The great army of PHILADELPHIA workers look to their industrial chiefs, who carried them to such victorious heights in their production fight against the Hun, to lead the way to another great victory, victory over the complex problems of peace.

With PHILADELPHIA production geared to nearly three times its pre-war speed, there is no argument as to the imperative need for new and larger markets. Nor must the fact be overlooked that the old markets have suffered many changes, that old channels of trade have grown clogged through disuse.

Happily for the stability of commerce, there are many lines of trade in which demand will remain at high pressure for a year or more to come. Yet the best of these are but transient and, like all abnormal demands, must eventually subside.

Industry is now keyed to the utmost of organized economic endeavor. Shall PHILADELPHIA trifle with its great industrial efficiency, shall it suffer the demoralization of slowing down? We hear much of the difficulty of maintaining the morale of the soldier

since peace has released him from the strain of war. Shall peace be permitted to work this same harm in the ranks of PHILADELPHIA'S industries?

Production without adequate and assured consumption is well-nigh as impossible and fantastic as production without raw materials. "Bricks without straw" might be made. Bricks without a market are better never made.

**P**HILADELPHIA'S preparation for peace is far more difficult and complex than was its preparation for war. To sell to governments in dire need; to have a single consumer ready and eager to take your entire output; this is mere delivery, not selling.

To turn from this to the establishment of a nationwide demand with balanced distribution in all sections; here is a problem requiring the thought of the best brains of the country. This is the problem of PHILADELPHIA today.

Even the house with a year of grace before it because of advance orders should be striving to grasp every angle of opportunity.

The market is waiting. The national demand for every good ware has never been so great as it is now. Everywhere there is a cry for the commodity that is known; that has kept its name before the public though it could not deliver.

**T**HE concern that sends its wares nameless to the market-place can never own its market. If names are forgotten under the stress of competitive effort, how much more easily is the article lost to public consciousness that carries no title, no brand, no distinguishing mark?

The great demand is for the known article. The problem of peace is selling.

What of PHILADELPHIA? Is it prepared, is it preparing for peace—the peace we have with us, the peace that is changing the rules of trade no less than it is changing the rule of nations?

Is PHILADELPHIA ready to make prosperity its reward of peace?

## The Curtis Publishing Company

The Ladies' Home Journal

The Saturday Evening Post

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*The industrial reputation of PHILADELPHIA is the sum-total of the reputations of its individual manufacturers*